

Higher Secondary (Vocational)
CLASS-XII
Semester-IV
Associate Event Management (Part-II) (EMA2)
Full Marks: 30

Answer the following questions (any six):

2X6=12

1. What is merchandising in the context of event advertising, and why is it important?
2. How can free gifts be effectively used as a promotional strategy for events?
3. What are the advantages of using newsletters to promote an event?
4. What is the role of press releases in ensuring media coverage for events?
5. Define sponsorship and explain its significance in event management.
6. What are the key elements of staff training in successful event execution?
7. Why is obtaining insurance crucial for any event, and what types of insurance are typically required?
8. List the primary factors that influence the budgeting process for an event.
9. What steps are involved in calculating the return on investment (ROI) for an event?

Answer the following questions (any three)

6X3 =18

10. Discuss the importance of health and safety measures in event management, highlighting key considerations for organizers.
11. Explain the procedure for obtaining necessary licenses and permissions for an event, and why they are essential for compliance.
12. Compare and contrast the effectiveness of traditional advertising tools (flyers, posters, magazines) with digital tools (websites, text messaging, social media) in event promotion.
13. Analyze the relationship between budgeting and the overall success of an event. How can effective cost management contribute to a better return on investment? (3+3)
14. Explain the process of staff recruitment in event management. Highlight the key steps involved and the importance of selecting the right candidates for ensuring the success of an event. (3+3)
